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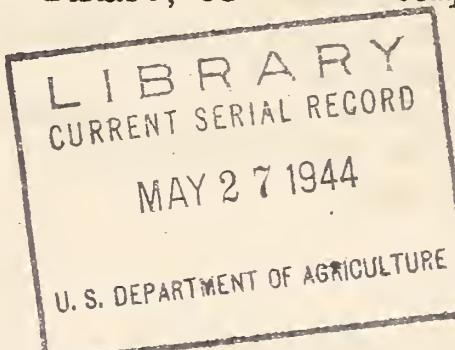


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CAMPAIGNS REPORT NO. 48

March 9, 1944

RATIONING AND PRICE CONTROL CAMPAIGN

Subject	Assigned	Status
<b>PUBLICATIONS</b>		
<u>War Letter for Agriculture</u>	DuMars, OI	Completed
Lard Point Free Strips of coupons replace ration books for gasoline: "B", "C", "E", "R" OPA Revises Car Rationing Quarterly sugar rations announced Sweet potato prices frozen Ceiling on Connecticut shade-grown tobacco		
<u>The Poultry and Egg Situation--February</u> Egg Prices Declined Further in Past Month Egg-Feed Price Ration in January Below Average Prices of Poultry Continue Firm	BAE	Completed
<u>The Demand and Price Situation--February</u> Farm Income and Prices Poultry and Eggs	BAE	Completed
<u>Letter to Farm Editors-Agriculture in Wartime</u> Sugar Shorter Cheese Industry Advisory Appointed Price Ceilings for Alfalfa Hay Products	Wing, OI	Completed
<u>Food Trade Letter</u> Meat at the Butcher Shop Lard Sugar Rations	OD	Completed
<u>Food and Home Notes</u> Point Free Pie Store a Little Lard	Douglass, OI	Completed
<b>RADIO</b>		
<u>Radio Round-up on Food</u> Thank Home Canners for Reduced Vegetable Point Values Nothing to "Beef" About Now Sweet Story	Godwin, OD	Completed

Subject	Assigned	Status
Servel Electric Network Broadcast	Hemphill, OI	Completed
Ration Value of Canned Vegetables		
Bowles Pays Tribute to Victory Gardeners		
New Ration Values for Meat-Fats		
Homemakers' Chats	Wharton, OI	Cleared
Questions and Answers		
(1) Why use ration tokens before more stamps...?		
(2) Why endorse gasoline coupons?		
(3) Shall we throw Ration Book Three Away?		

### FARM LABOR CAMPAIGN

#### PUBLICATIONS, LEAFLETS, ETC.

Printed version of VFV on the Farm Front	Hancock	Gone to printer
Printed Version of Women Farm Workers	Bailey	In preparation
Learning About Farm Jobs from Pictures	Pace	Being multilithed
WLA recruiting leaflet, revision	Bailey	In preparation
VFV recruiting leaflet, revision	Hancock	Cleared
WLA membership card	Hancock	Gone to printer
Local recruitment kit of materials	Hancock	In clearance

#### POSTERS

VFV enrollment poster for use in schools	Hancock	Gone to printer
VFV recruitment poster	Pace	Gone to printer
WLA recruitment poster	Hancock	Gone to printer
Car Card for use in May	Fulghum	Gone to printer

#### FEATURES

Pictures and 600-word story on WLA to The Nation's Agriculture	Bailey	In preparation
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#### FILM STRIPS

VFV recruitment film strip	Pace	In preparation
WLA recruitment film strip	Pace	In preparation

#### RADIO

<u>Farm and Home Hour</u>		
March 20 - Florence Hall, "The Women's Land Army"	Bailey	In preparation
March 11, CBS, "Country Journal" "The Women's Land Army" - Florence Hall	Worcester, CBS	In preparation

Subject	Assigned	Status
May 13 - "Consumer's Time" Re: Crop Corps	Bailey	In preparation
Transcription by Judge Marvin Jones, "The Farm Labor Challenge for 1944"	Flood, OFAR	Being Processed
Transcription by Miss Florence Hall, "The Women's Land Army"	Pitt, OI	Being Processed
Transcription by Kenneth Ingwalson, on Victory Farm Volunteers	Pitt, OI	Being Processed
<u>Farm and Home Hour</u> March 13 - Col. Philip G. Bruton, "Farm Labor in 1944"	Jones, OI	In preparation

#### FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Farm Flashes	Reynolds, OI	Cleared
Pyrethrum Allotments	Reynolds, OI	Cleared
Rotenone in Small Packages	Reynolds, OI	Cleared

Food Information Series  
Web Harness

Reynolds, OI	Cleared
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#### POST-WAR CAMPAIGN

#### RADIO

<u>Farm and Home Hour (Blue)</u> Post-War Agriculture Series, #14, Mar. 9, "Better Markets for Peace." L. Marshall, OD	Rowell, OD	Cleared
March 16, #15, "World Food and Foreign Trade.", R.B. Schwenger, OFAR	Schwenger, OFAR	In preparation
<u>Food Information Series - Fact Sheets</u> War Veterans and the Land Opportunities in Agriculture	Larson, BAE	In preparation
	Larson, BAE	In preparation

#### MOTION PICTURE

Food will Write the Peace	Larson, BAE	In preparation
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#### FOOD CONSERVATION PROGRAM

<u>In general:</u> Development of conservation programs and meeting with women's organizations	Moodie, OD	March 2
Food Conservation article for "Labor Press" A.F.of L.	Moodie, OD	Completed
Contact made for "What To Do" story on food conservation to be used by Gen'l Food Brokers in newsletter to 1100 food brokers, with promise of follow-up articles.	Moodie, OD	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Conference with representatives of WINS to discuss further details on food conservation luncheon to be given in April	Moodie, OD	Sturday, Sunday, Monday, Mar. 4-5-6
Conference with Mr. Bishop of Bishop Publishing Co., Chicago re suggestions for designs and captions of food conservation poster.	Moodie, OD	Tuesday, Mar. 7
School and home food conservation pictures	Beauchamp, OD	Pictures ready for distribution
Special OPA bulletin on food conservation to schools and colleges	Beauchamp, OD	Clearance at OPA
United Press Radio releases on food conservation series on schools and industries	Beauchamp, OD	In preparation
Food Conservation Education in the Elementary School Program	Beauchamp, OD	In clearance
Material for "Home Economics Student Clubs" magazine	Beauchamp, OD	In clearance
Article for "The Grade Teacher"	Beauchamp, OD	In clearance
Announcement for "Education for Victory"	Beauchamp, OD	In clearance
Announcement for "High School Victory Corps" magazine	Beauchamp, OD	In clearance
Live file of food conservation stories from field	Beauchamp, OD	In preparation
Arrangements made for survey of food waste in Adams School lunch room	Beauchamp, OD	In preparation
Information for Public Speakers on Food Waste	Oliver, OD	Revision Completed
"Cut Food Waste"	Oliver, OD	Sketches approved
Feature on Ransome family	Daniel, OD	Being revised, place of publica- tion to be decided
Feature on Gilmore family	Daniel, OD	Pictures made, mats in preparation

Subject	Assigned	Status
Feature for June issue of Elks' Eagle re Elks in food business - slanted toward food conservation	Daniel, OD	Planned, Contact made
June feature on women in food business for Aframerican Women's Journal	Daniel, OD	Planned, Contact made
Feature series for Asso. Negro Press to run first week in March thru June	Daniel, OD	Second 3 articles in series sent for release weeks ending 3/25-4/1 and 4/8.
Wires to Elmira, NY and Indianapolis for pictures of city bus or garbage truck with Clean Plate Club or Food Conservation banners.	Manuel, OD	Rec. from Elmira, NY
Pictures for "Food Conservation Education in the Elementary School Program"	Manuel, OD	Obtained.

MARKETING ABUNDANT FOODS CAMPAIGN

Press

Release on lard allowance for soap making	Snellgrove, OD	Completed
Release on 1944 support prices for Irish potatoes	McDonald, OD	Completed
Item for U.S. Labor Press on abundances	Podolsky, OD	Out
Egg recipes -- for Food and Home	Davis	In preparation
Furnished material on potatoes to OWI	Van Deman	Completed

Publications

Article on cabbage for monthly Service bulletin to management	Podolsky, OD	Completed - Cleared
Item in <u>Food Trade Letter</u> on carlot egg shell prices.	Snell, OD	Out

Radio

Radio Scripts: Beets are Tops	Campbell, OD	Completed
Lefse (potato pancakes) (Vitamins for Victory).	Hoffman, OD	Completed

Farm and Home Hour (Blue)

Cabbage	Van Deman	Scheduled for 3/2
Cabbage furnishes calcium	Van Deman	Scheduled for 3/7

OWI

Review of set of five ads on potato promotion prepared by OWI for release to controlled circulation (Trade)	North, OD	Cleared
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Facts on potato problem for inclusion in April issue of Women's Radio War Guide

Carr, OD

Out

Subject	Assigned	Status
Information for inclusion in budget letter to Women's Page Editors	Carr, OD	Out
Information for feature story for magazine food editors	Carr, OD	Cleared
<u>NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN</u>		
<u>Press</u>		
Release on Industrial Feeding Facilities in Northeast (Trade)	Podolsky, OD	Out
Item for U.S. Labor press on Labor-management Exhibit at Commerce Dept.	Perry, OD	Out
<u>Publications</u>		
Article for Management Magazine on industrial feeding	Henderson, OD	Completed
Editorial for April of Consumers Guide	Carpenter, OD	Completed
<u>Radio</u>		
<u>Farm and Home (Blue)</u>		
Wild greens	Van Deman	Scheduled 3/8
<u>Vitamins for Victory</u>		
Rationing Your Own Canned Foods	Hoffman, OD	Completed
Crabby Ideas	Hoffman, OD	Completed
St. Patrick's Day Special	Hoffman, OD	Completed
Piloting the Gravy Boat	Hoffman, OD	Completed
Good Six-Cent School Lunches	Hoffman, OD	Completed
<u>HOME FOOD PRESERVATION CAMPAIGN</u>		
<u>Press</u>		
Information on home canning to Haskin's Service for booklet	Davis	Completed
Information on home canning to Ladies' Home Journal	Van Deman	Completed
Information on home canning to magazine, "What's New in Home Economics"	Van Deman	Completed
<u>Radio</u>		
Community Canning in New England (New England Farm Hour - Mar. 18)	Burns, OD	Completed
<u>Farm and Home Hour (Blue)</u>		
Community Canning Centers	Oleson and Van Deman	February 29

Subject	Assigned	Status
<u>PRODUCTION GOALS CAMPAIGN</u>		
Press		
Corn yields are bigger if ears are not too big	BPI SAE	In clearance
Potatoes on the up-and-up	BPI SAE	In clearance
Idea of the innermost nature of plant rubber	BPI SAE	In clearance
New sorgos from equatorial Africa may help American sugar economy	BPI SAE	Submitted
First hybrid onion is a big yielder	BPI SAE	Submitted
Background piece on supplies of early potatoes for Food Information Series	Haynes, AAA	In clearance
Story on cover crops for WNU	Haynes, AAA	Out
UNRRA situation for future background piece	Stewart, AAA	In preparation
Background article on meat storage and supplies situation	Arneson, AAA	In preparation
Background material on rotenone program provisions and amendments	Arneson, AAA	Out
Preliminary copy for background piece on farm machinery program	Arneson, AAA	In clearance
Radio		
Count next year's chickens now	Burch, ARA	Cleared
Keeping up milk production with single-grain ration	Burch, ARA	Cleared
Poultry in world food picture	Burch, ARA	In preparation
Farm Flashes:		
Stock Feed Prospect	Herndon, OI	Cleared
Federal Seed Act	Molohon, OD	Cleared
Milk by Machine or Hand?	Christianson-FDA	Cleared
Home Dairy Increases Output	Fox, FSA	Cleared
Seed Safety Suggestions	Molohon, OD	In clearance
Farm and Home Hour (Blue)		
March 15, "Wartime Dairy Production", Judge Marvin Jones	Flood, OFAR	In preparation
<u>MISCELLANEOUS</u>		
Revision of Fact Sheet	Podolsky, OD	In preparation
Revision of Fact Sheet (Nutrition)	North, OD	In preparation
Revision of Fact Sheet (School Lunches)	North, OD	In preparation
RADIO		
Homemakers' Chats Q & A - Blankets-Walls, Snap Beans	Overby, OI	Cleared

Subject	Assigned	Status
<u>Consumer Time</u>		
March 11 - Low Point-No Point Food	Dickey, OD	Completed
March 18 - One Dish Meals	Dickey, OD	Completed
March 25 - Food for Our Allies	Dickey, OD	Completed
April 1 - Food Facts, Fads and Fallacies (4F)	Dickey, OD	Completed
<u>Farm Flashes</u>		
Greater Danger than Ever	Berghoffen, FS	In clearance
Forest Fire Prevent Campaign	Berghoffen, FS	In clearance
Woodland Fire Problem	Berghoffen, FS	In clearance
<u>Home Service Daily</u>		
Federal Food Reporter - March 10	Godwin, OD	Completed
<u>Radio Scripts</u>		
Federal Food Reporter - Open Season for Grapefruit	Godwin, OD	Completed
More Pep with Peppers	Campbell, OD	Completed
(Orange and Green Network) Price Ceilings	Burns, OD	Completed
Reverse Lend-Lease	Burns, OD	Completed
ACHIEVEMENT "A" AWARD PROGRAM (WFA)		
<u>Press</u>		
Release on 16 more food processing plants earning "A" award	Ludrick, OD	Out
<u>Publications</u>		
Item in Food Trade Letter on new A Award presentations	Snell, OD	Completed
<u>Trade Participation</u>		
Institutional ad copy for 158 trade publications	Johnson, WFA	In preparation
Mats for sponsor's ad - "We Fly it! - We Wear It."	Johnson, WFA	Completed
Mats for sponsor's ad - "Today we Fly Two Fine Flags"	Johnson, WFA	Completed
Additional sponsor's ads	Rennie, OD	In preparation
Ad copy for allied industries	Rennie-Johnson	In preparation
<u>Container Salvage Program</u>		
Revision of booklet "Outline of Possible Methods of Assistance by the Independent Wholesale and Retail Fresh Fruit and Vegetable Industry in the Salvage and Re-Use of Second-hand Containers"	Heckman, OD	Completed
Fact Sheet on Program for the Salvage and Re-use of Fruit and Vegetable Containers	Heckman, OD	Completed
Poster for distribution to shippers, jobbers, wholesale and retailers	Rennie, OD	In preparation